

Recommendations

THE FRAMEWORK PLAN

MANAGING GROWTH

- Protect Neighborhood by Steering Growth to Corridor and Metro Stations
- Adopt Framework – No Zoning Change
- Height range of 2 -10 stories
- Define Housing Opportunity Area boundaries



Recommendations

THE FRAMEWORK PLAN

PROTECTING NEIGHBORHOODS

- Ø Establish Growth Restriction Area -
No support for Zoning Changes and
PUDs in Growth Restriction Area
- Ø No support for conversion of
Institutional Uses



Recommendations

THE FRAMEWORK PLAN

ENCOURAGING A GREATER RETAIL MIX

- Ø Continue Friendship Heights as Regional Center
- Ø Improve retail character of Jenifer Street and Western Avenue
- Ø Maintain Neighborhood Retail in Middle Wisconsin, Concentrate other Retail at Friendship Heights and Tenleytown
- Ø Encourage Mixed Use near Metro Stations to strengthen retail.
- Ø Establish a Business Improvement District and/or Merchants Association



Recommendations

THE FRAMEWORK PLAN

CREATING AN ATTRACTIVE STREETScape AND IMPROVED PUBLIC REALM

- Ø Reinforce boundary between pedestrians and vehicles
- Ø Reduce curb cuts; discourage new curb cuts – unless moving them off corridor negatively effects neighborhood
- Ø Improve road crossings
- Ø Require a consistent streetwall
- Ø Define the edges of Tenley Circle
- Ø Encourage public open spaces north of Tenley Circle
- Ø Maintain, enhance and link to open spaces adjacent to the corridor



Recommendations

THE FRAMEWORK PLAN

TRAFFIC AND PARKING

- Ø DDOT is planning to undertake a traffic, parking and transportation study for the full corridor

HISTORIC PRESERVATION

- Ø Respect the historic Fort Circle Park system
- Ø Protect and enhance the corridor's existing historic resources
- Ø Create a series of interpretive historical markers throughout the study area

